



Corporate Identity Guidelines

August 2008

The Logo

The BXL Logo is made up of two colours (teal and lime).

These are broken down opposite into their spot colour pantone references, CMYK mixes, RGB and web HTML colours.



Colourways

Digital artwork can be supplied on CD and is provided in the following colour breakdowns for specific applications:

Spot: for use in print applications where special inks are used (e.g. bespoke print).

CMYK: for use in most 4-colour print applications (e.g. advertising publications).

RGB: for use in digital applications (e.g. word documents, powerpoint presentations).

Black and white: for use when colour cannot be applied (e.g. newspapers, fax documents)

HTML: for use on websites and e-marketing



Spot

Pantone 3155

Pantone 382

CMYK

C: 100 M: 10 Y:28 K: 47

C: 34 M: 0 Y:100 K: 0

RGB

R: 0 G: 103 B: 120

R: 190 G: 214 B: 0

HTML

006778

BED600

Application

When using the logo on a white background, please ensure the standard colour version (1) is used. On report covers and corporate publications the logo can be reversed out of a solid teal background (2). The black version (3) should be used when colour cannot be applied, for example in newspapers and fax documents. On dark photographic backgrounds the white logo version (4) should be used.

Typography

The corporate typeface is **Swiss 721 BT**

3 weights are used:

Medium, Roman, Light

All versions work best with character interspacing/kerning set to -20

For **Body copy**, the Roman weight should be used in black

For **Headings**, the Medium weight should be used in Teal



Swiss 721 BT

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